



Says

What have we heard them say?  
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

"we need a streamlined way to handle tuition fees and expenses".

"I hope zoho books can simplify our financial tasks".



Persona’s name

Short summary of the persona

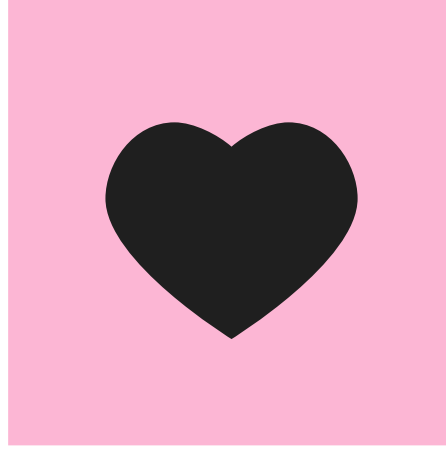
Research online for accounting solutions suitable for education centers

Anxiety about errors in financial records that could impact teacher salaries and student payments.



Does

What behavior have we observed?  
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?